



2023-2027

Strategic Plan



Background

The 2023-2027 Strategic Plan was developed in consultation with Library Board members and staff and with guidance from the Ontario Library Service.

Various background documents were consulted - including a comprehensive Library Planning Study that was completed in 2021 - and several analyses were conducted in order to best-determine areas for opportunity and community need.

Introduction

An inclusive environment, where diverse backgrounds, identities and perspectives are valued, is the heart of who we are and essential to the role the Branford Public Library plays in the community. The Library's commitment to building and supporting a welcoming and inclusive space is foundational to this Strategic Plan.

The 2023-2027 Strategic Plan includes a reimagined vision, mission and set of values, along with three priorities.

These priorities are further refined through goals and objectives that will be tied to individual action items over the course of the plan.

Vision, Mission and Values

Values

- We serve our customers with professionalism, respect and knowledge.
- We welcome everyone and strive to reduce barriers to access.
- We encourage curiosity and creativity.
- We work in partnership.
- We support lifelong learning and literacy.

Mission

The Brantford Public Library enhances the quality of life in our diverse community. We invest in valuable experiences, resources, and services, in a welcoming and equitable environment for all.

Vision

The Brantford Public Library listens and adapts; to offer engaging services that foster development for our whole community.



Strategic Priorities



Create positive, individualized customer experiences



Increase our community's engagement with the Library



Expand Library services and resources to meet community needs now and in the future





Create positive, individualized customer experiences

Goals

Foster an environment where everyone feels welcome, comfortable, and safe.

Every customer can access relevant support when needed.

Implement and continually update the Library's Inclusion, Diversity, Equity and Accessibility (IDEA) Roadmap





Increase our community's engagement with the Library

Goals

Increase Library use to maximize the benefits of the Library for everyone in the community.

Enhance community awareness of our services and resources.

Increase the Library's understanding of community needs through study and interactions, to better inform decision making.





Expand library services and resources to meet community needs now and in the future

Goals

Develop plans and designs to address the changing and growing community's needs.

Offer more opportunities to engage with the Library in underserved areas in the community.

Enhance resources to meet needs and spark interest for customers in new ways.



2023-2027

Strategic Plan

www.brantfordlibrary.ca

